

Recorded Future's Outlook is Bright with CyberEdge Custom Books and E-Books



INDUSTRY: IT Security

HEADQUARTERS: Somerville, MA

FOUNDED: 2009

EMPLOYEES: 400+

MARKETING STAFF: 25

WEBSITE: recordedfuture.com

Our digital marketing campaigns are always multitouch, and our printed book is such a great touch point following live on-site demos.

Greg Barrette, Director of Demand Generation and Marketing Operations

About Recorded Future

Recorded Future delivers a comprehensive threat intelligence solution powered by patented technology, that includes machine learning, to lower risk.

The company empowers organizations to discover threats before they impact business and enable teams to respond to alerts 10 times faster. To supercharge the efforts of security teams, Recorded Future's technology automatically collects and analyzes threat intelligence from technical, open web, and dark web sources and aggregates these sources along with customer-proprietary data.

Recorded Future delivers more context than threat feeds, updates in real time so intelligence stays relevant, and centralizes information ready for human analysis, collaboration, and integration with security technologies.

Marketing Challenges

Like most marketing teams serving rapidly growing IT vendors, Recorded Future is constantly seeking new ways to generate and nurture leads globally. Greg Barrette, Director of Demand Generation and Marketing Operations, recognized that creating a custom book and e-book is a great way to cultivate leads, plus a whole lot more:

- Generate leads both domestically and internationally
- Fortify thought leadership as a premier threat intelligence provider
- Expand brand awareness through social media promotion
- Increase foot traffic at domestic and international trade shows
- Offset project expenses through Amazon.com sales

Solution

After consulting with Greg about his specific objectives, CyberEdge furnished Recorded Future with a team of highly qualified specialists to turn Greg's vision into reality:

- Managing Consultant to guide Recorded Future's internal authors through the manuscript development process and keep the project running smoothly
- Manuscript Editor who specializes in reviewing IT-related book manuscripts
- Graphic Designer to create a custom book cover that adheres to the company's stringent branding guidelines
- Translators with extensive experience translating IT content

Challenges:

- ✓ Generate leads both domestically and internationally
- ✓ Fortify thought leadership as threat intelligence provider
- ✓ Expand awareness through social media promotion
- ✓ Increase foot traffic at domestic and international trade shows
- ✓ Generate incremental revenue through Amazon.com sales

Solution:

- ✓ 108-page "The Threat Intelligence Handbook" book and e-book
- ✓ Translated into French, German, and Japanese
- ✓ E-book available in same four languages
- ✓ More than 25,000 printed copies across four languages
- ✓ Printed books and Kindle e-book available on Amazon.com

Results:

- ✓ Estimated 25-times return on investment
- ✓ 15,000 e-book downloads within eight months, with 5,500 net new leads
- ✓ 4,000 print book leads generated from conferences and field events
- ✓ Expanded thought leadership as a premier threat intelligence provider
- ✓ Offset project expenses through Amazon.com sales



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The deliverables associated with Recorded Future's initial engagement and follow-on orders include:

- 25,000 printed books in English
- 4,000 printed books in German, French, and Japanese
- E-book in Adobe PDF
- E-book in Kindle format

Recorded Future subsequently created an audiobook that is available now to Audible.com subscribers.

"If you want to be an authority in any technology category, creating a custom book and e-book is a must," said Greg. "People learn in different ways, so we wanted to make our book available in multiple formats – print, electronic, and audio."

Results

Greg estimates a 25-times return on his investment within the first 12–18 months. During the first eight months alone, Recorded Future's e-book was downloaded more than 15,000 times, with 5,500 of those downloads yielding net new leads. The e-book was promoted through multiple targeted email campaigns, advertisements on third-party websites, and through social media. Greg's team also created 12 blog posts, promoting key topics from the book.

Greg's printed books — made available in English, German, French, and Japanese — have generated more than 4,000 leads so far at conferences and field events over that same eight-month period. The marketing team mailed copies to hundreds of clients and prospects. The company's sales personnel continue to distribute copies during on-site sales calls. And the first 2,000 people that downloaded the e-book also had the option of receiving a copy of the print book at no cost — even if they lived outside the United States!

Why CyberEdge?

Greg evaluated custom book and e-book offerings from traditional publishers. However, he chose CyberEdge for a variety of reasons:

- More cost-effective
- Perpetual e-book licenses
- Domain expertise in IT security (and other IT domains)
- Ability to re-purpose manuscript content for white papers and blogs
- Ability to (optionally) sell books and e-book on Amazon.com
- Language translators specialize in translating IT-related content
- Graphic designer adheres to client branding guidelines
- Books and e-book are attractive and professional

"Given how different CyberEdge is from traditional publishers, going with CyberEdge for our custom book and e-book was an easy choice. CyberEdge's managing consultant kept our project on track, interfacing with a manuscript editor and graphic designer behind the scenes, and completed everything on time and on budget. What more can you ask for?"